

# Lead Capture, Capture & Nurturing: Marketing and Business Development – Where They Intersect – Group Discussion

**GovCon IDEATORS**

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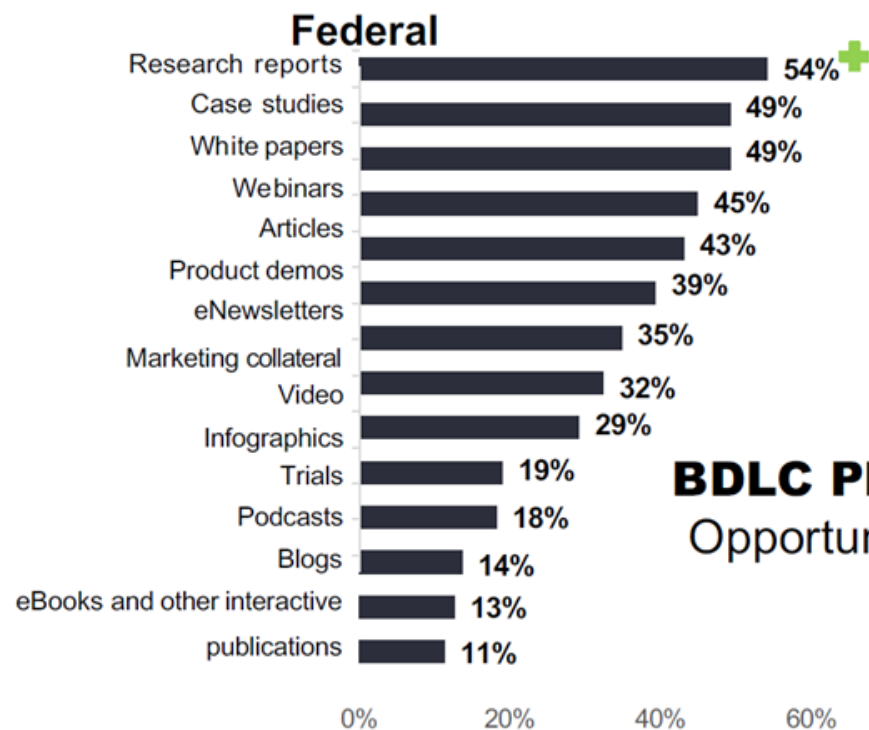
March 5, 2024



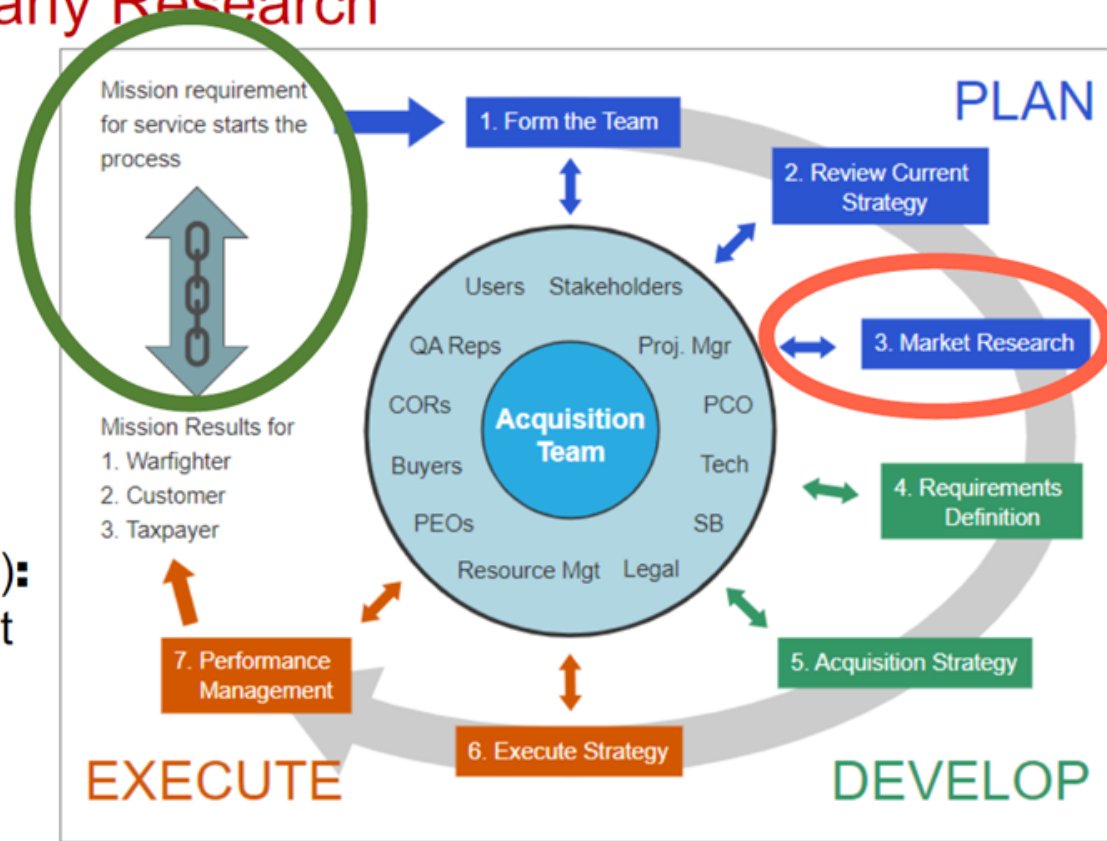
Where do lead capture  
and business  
development capture  
intersect?

# Educating & Informing in the Buying Process

## Exploring Options, Learning, and Conducting Early Research

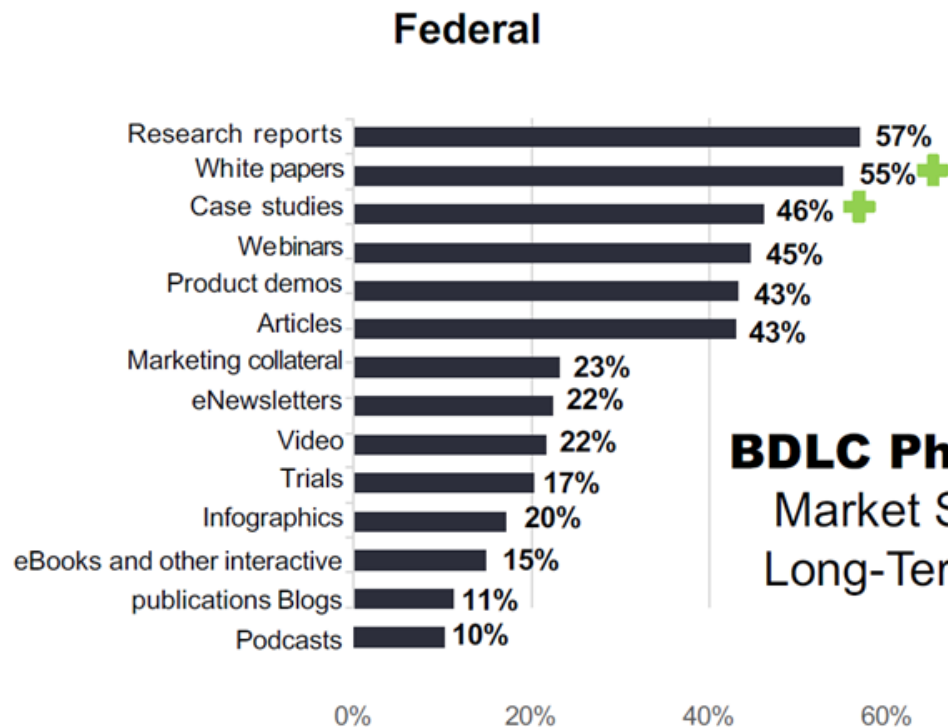


**BDLC Phase 2 (12-20):**  
Opportunity Assessment

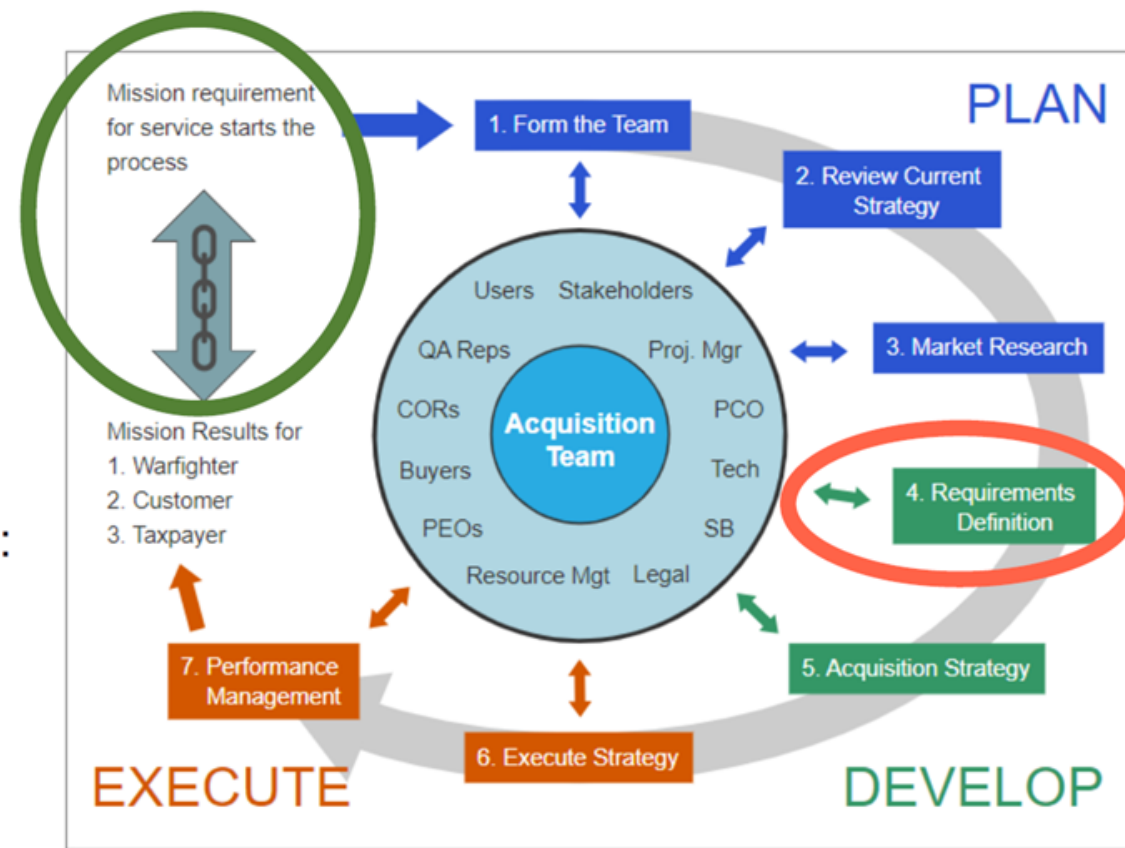


## Educating & Informing in the Buying Process

### Determining Solutions and Specifications



**BDLC Phase 0-1 (1-6):**  
Market Segmentation  
Long-Term Positioning

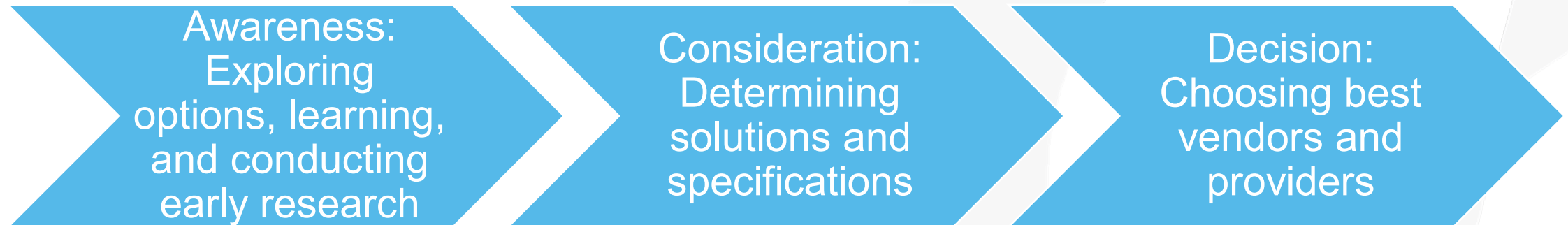






# Campaigns, Lead Capture, and Engagement

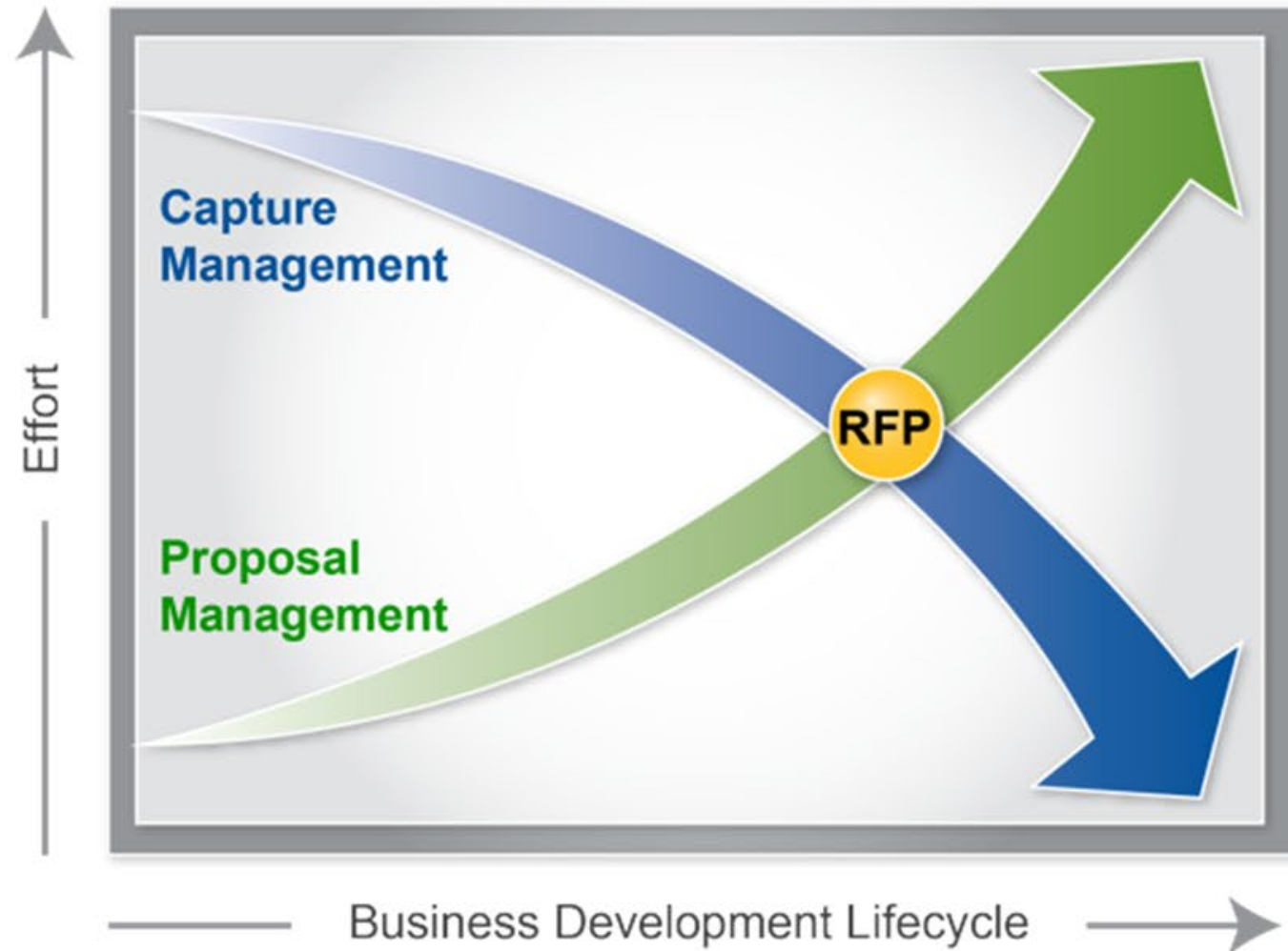
Campaigns to support awareness, leads/targets, engagement, and pipeline across the government buying process



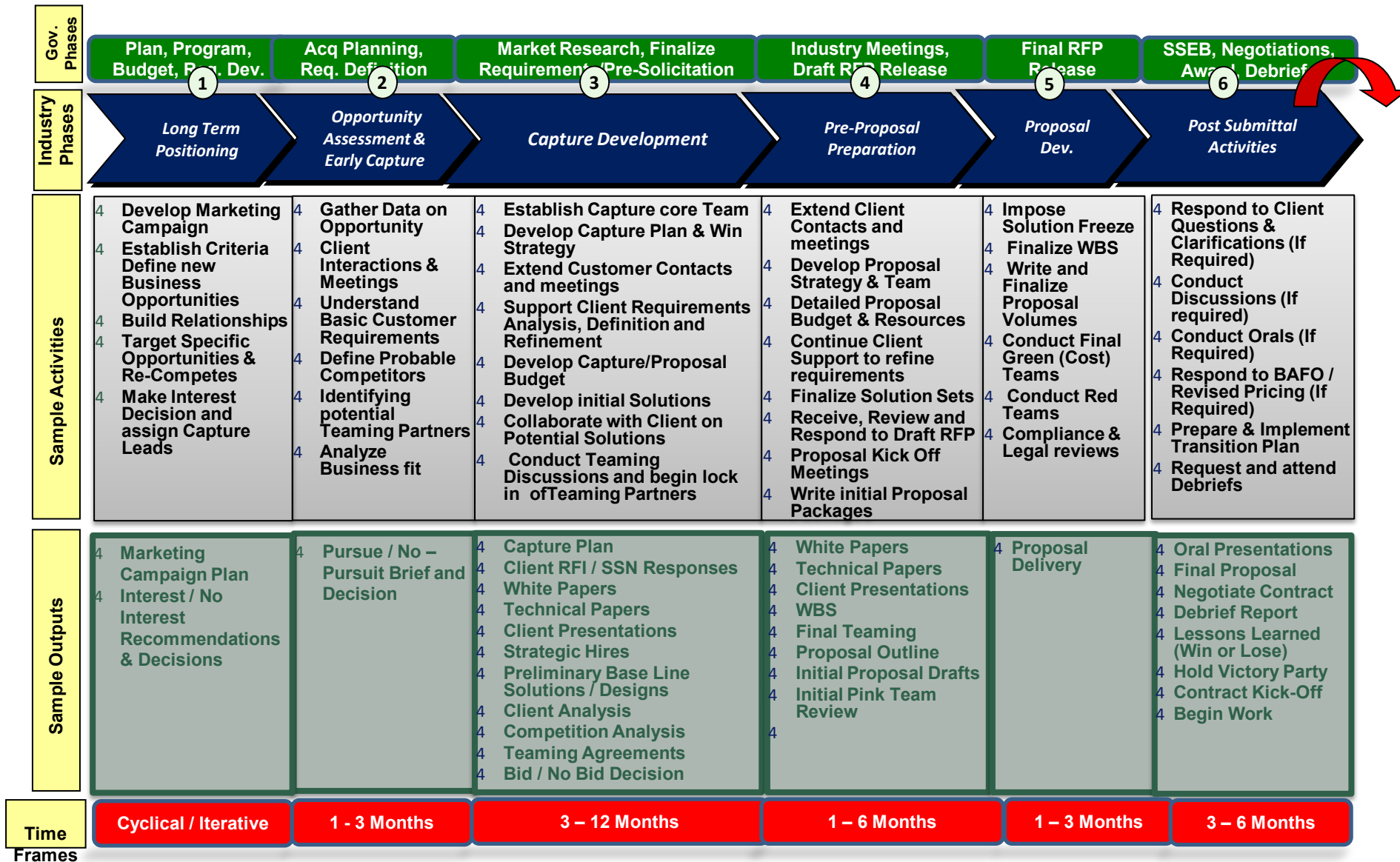
Which Intersects with the Opportunity Lifecycle



# When should you bring in the Proposal Manager?

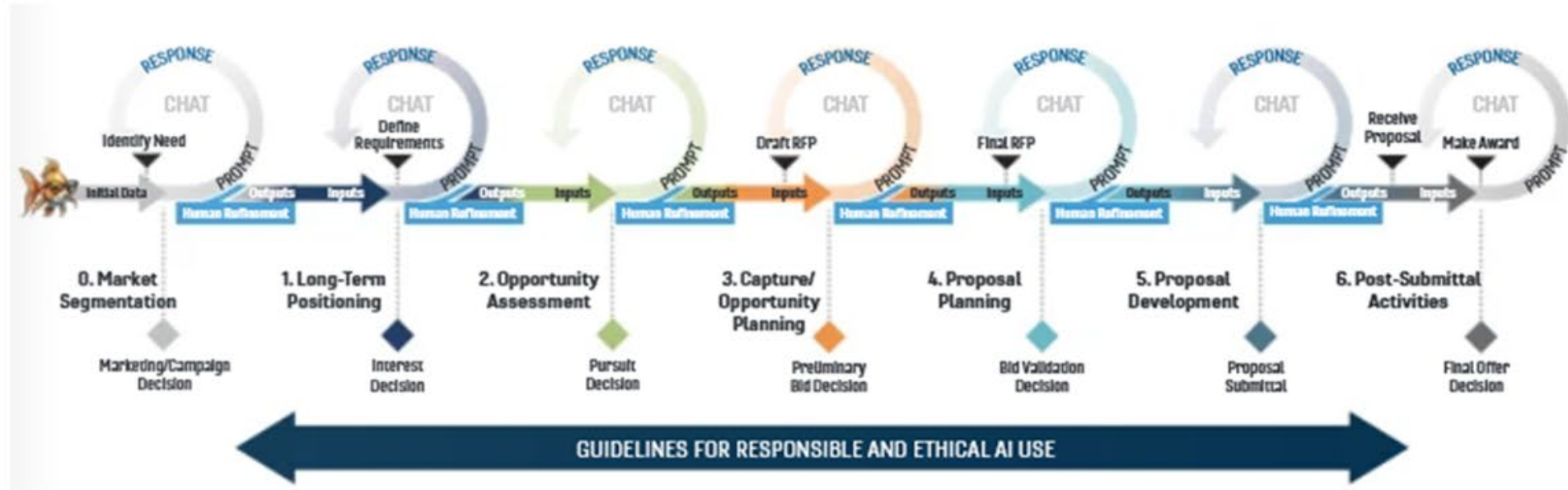


# Industry Capture & Proposal Processes





# AI in the Business Development Process



# Group Discussion